ABSTRACT OF THE DISCLOSURE

A programmable, customizable system, method, and apparatus for attracting and stimulating aquatic animals are disclosed. The present invention provides for the underwater playback of digitally prerecorded "signature" sounds of prey, and of prey being attacked and eaten, in order to attract fish and other species and stimulate them to strike and feed more aggressively. Playback is achieved by selecting any of a plurality of signature sound recordings stored on a memory device which is located and controlled above water. One sound, all sounds, or a selected sequence of sounds may be selected from the memory device to be played underwater. Underwater playback is achieved by use of a submersible transducer device which may function as both a speaker and a hydrophone. Underwater playback may be customized and controlled above water by providing a number of customized operational modes. For example, a user may select a sound recording to be repeatedly played in a loop, with each iteration separated by a delay period, the length of which is selected by the user. In addition, the user may select a plurality of different sound recordings, and specify the sequence and volume at which they are played underwater, as well as a delay period between each recording. The user may also select all sound recordings to be played at a selected volume level, and the user may further specify a delay period between each recording. Furthermore, the user may select sound recordings to be played underwater at varying volume levels according to selections made by the user.